





# JOIN OUR GLOBAL NETWORK OF LOCAL COMMUNITIES

**Join the movement. Wear your MOUTH Mask. Make a statement.**

**We invite you to send us a photo and/or video of you wearing your MOUTH Mask via [info@koenvanmechelen.be](mailto:info@koenvanmechelen.be)**

**And/or share your statement online  
#MOUTHmaskThisisnotachicken**

The MOUTH Mask project is coordinated by the Mouth Foundation, who supports the distribution of comfort masks to more vulnerable groups at home and abroad. A first 10,000 masks are donated to our social projects. From the LABIOMISTA farm in Belgium to the farms in Zimbabwe, Ethiopia and the US, and from the communities in Chile to Malawi. For every mask we sell, we can also donate an additional mask to one of our community projects. Through and thanks to our people, we will set a strong example to protect the other(s) and position Nature as a Human Right.

Discover the story behind the MOUTH Mask  
on [mouthmask.be](http://mouthmask.be)

**Reusable up to 50 times  
MM101 Oeko-tex 100 norm  
100% Polyester, double layered**

**Not fit as FFP2/FFP3 mask,  
only fit as comfort mask**

**Wash at 90° before first time use  
For daily use**



Visit [WHO.int](http://WHO.int) for further instructions  
on how and when to use a mask

# MOUTH MASK

## THIS IS NOT A CHICKEN

Artist Koen Vanmechelen, ecologist Ignace Schops, and human rights expert Manfred Nowak launch the movement:

This is Not a Chicken!

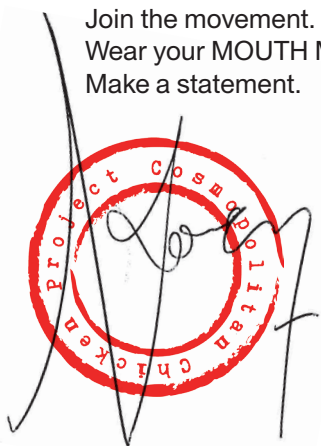
Through a newly designed face mask with a highly charged symbolism, they invite you to become pioneers of a post-corona recovery and healing process that focuses on the well-being of the other(s), both human and non-human animals, nature and culture.

By protecting others, we defend ourselves, which is the central mantra of this project. By being careful stewards of nature, we will care for ourselves. The chicken, as the most domesticated animal, apart from the human-animal, has shown us that disregarding the mantra leads to commodification and destruction. As the most domesticated species, humans can learn from that and choose not to be a chicken.

Essential for a post-corona world is to restore a balance for all who make up the living organism called Earth. Only then will healthy co-existence be possible for all. In three statements, an artist, an ecologist, and a human rights expert formulate the importance of this new sustainable approach.

Protecting the Other!

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Make a statement.



**mouthmask.be**  
An initiative of artist Koen Vanmechelen  
and MOUTH Foundation



MECHELSE ANCONA



HUMAN



RHINO



TREE FROG

# ART NATURE HUMAN RIGHTS

“COVID-19 abruptly made us into chickens that have to be isolated. We all became possible reservoir hosts for the pathogen. In order to regain our freedom, we need to relearn the language of Nature, to find our balance. We need to serve life. We need to conceive open physical and mental spaces to create a more vital and healthy world. A volta is truly possible. We have the ability to reimagine our world and reconnect us all towards a new temporary normal. Art, Nature, and Human Rights - wonder, reality and necessity - should join forces to make that possible.”

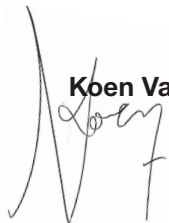
**Koen Vanmechelen, artist Cosmopolitan Chicken Project**

“The current crisis calls into question the system itself. The silent collapse of nature, makes us lose our comfort zone. Healthy natural ecosystems are self-regulating systems full of life and provide us with the essential basics of existence. We urgently need to rediscover the unique position of Nature’s design as the existential and sustainable basis for our society. We cannot keep on destroying what keeps us alive. We need to understand our position as a species in the great All. Nature has the solution. Nature must become a Human Right.”

**Ignace Schops, Ashoka fellow & President EUROPARC Federation**

“After this crisis, there can be no return to “business as usual.” We should slow down the global neoliberal economy to protect our rights to life and health. We must protect Nature to maintain the diversity of species, and to save our planet. We need to protect the rights to health and dignified life for our children and future generation. We must defend the same rights of other species, and those of Nature, and Mother Earth. The time has come for a sharp turnaround, and it is high time to focus on the well-being of the other(s).”

**Manfred Nowak, Secretary General Global Campus of Human Rights**



**Koen Vanmechelen**



**Ignace Schops**

**Manfred Nowak**

